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LISA LESLIE MAKES FIRST 5 CALIFORNIA'S KIT FOR NEW PARENTS LAUNCH A SLAM DUNK

Hoops Superstar Helps Launch Free Parenting Resource Valued at \$75

(Sacramento, CA) — First 5 California has teamed up with WNBA superstar Lisa Leslie to launch the updated *Kit for New Parents*, a free comprehensive parenting resource that includes everything, from practical advice on prenatal care, to information on a child's first years.

Leslie, the Los Angeles Sparks' Most Valuable Player, is helping raise awareness of the free parent toolkit, which has a retail value of about \$75. The three-time Olympic gold medalist is expecting her first child in July and is helping educate the public about this invaluable parenting resource through media appearances across the state.

"It is so incredible having a baby, but I wish they were born with their own instruction manual," Leslie said. "The next best thing is First 5 California's *Kit for New Parents*, which has everything a new parent could want to feel prepared."

Parents can refer to the *Kit* for information on nutrition, safety, quality child care, health, discipline and early learning. It provides practical information in an easy-to-use manner and can help build parents' confidence as they undertake their new role. First 5 California has partnered with First 5 County Commissions, hospitals, clinics, county agencies, home visitation programs and parenting education classes to distribute the *Kit* to new parents across the state. Parents and caregivers can also receive a free *Kit* by calling (800) KIDS-025.

"We hope that new parents across the state will embrace this free resource and use it to help them make the transition to parenthood," said First 5 California Executive Director Kris Perry.

Newly redesigned, the *Kit* has updated content, which includes technological upgrades, user-friendly improvements, the latest early childhood development information, and a fresh look.

The new *Kit* includes an educational DVD with parenting advice from prominent child development experts and celebrities, such as talk show host Cristina Saralegui, Rob Reiner, Phylicia Rashad, Gloria Estefan, Andy Garcia and Jamie Lee Curtis.

The *Kit* also contains the easy-to-read books "Advice for New Parents," and "What To Do When Your Child Gets Sick," as well as "Puppy and Friends," an interactive book for parents and children to enjoy together. Other resources include brochures on topics ranging from oral

health to obesity prevention, a poison control magnet, information on Paid Family Leave, and more. For more information on the *Kit*, visit www.ccfc.ca.gov/kits/index.htm.

Spanish and Asian language versions of the updated *Kit* will be released later this year.

First 5 California launched its groundbreaking parent education campaign in 2001 to provide important information on a child's health and development to parents and caregivers. Nearly 2.5 million *Kits for New Parents* have been distributed at no cost to parents and caregivers throughout California since the program's inception.

About First 5 California

First 5 California, also known as the California Children and Families Commission, was established after voters passed Proposition 10 in November 1998, adding a 50 cents-per-pack tax on cigarettes to fund education, health, childcare and other programs for expectant parents and children up to age 5. For more information please visit www.ccfc.ca.gov.

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